

Message Text

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E.O. 11652: NA
TAGS:
SUBJECT: RESEARCH ON EAST EUROPEAN AND SOVIET MEDIA HABITS AND
ATTITUDES.

REF: USIA 7058

1. AMBASSADOR WELCOMES PROSPECT OF PROFESSG WELSH'S
VISIT TO BULGARIA. EMBASSY IS READY TO HELP IN ANY WAY
WE CAN. PROPOSED RESEARCH STUDY ON MEDIA HABITS AND
ATTITUDES OF USIA AUDIENCES IN BULGARIA FITS IN WELL WITH
OUR FY 78 COUNTRY PLAN WHICH INDICATED "NEED FOR AUDIENCE
ANALYSES, INCLUDING DEMOGRAPHIC CHARACTERISTICS, MEDIA
HABITS, AND ATTITUDES AND OPINIONS TOWARD SUBJECTS OF
INTEREST TO US."

2. PROFESSOR WELSH MAY WISH TO ARRANGE HIS SUMMER
VISIT TO COINCIDE WITH OPENING OF "PHOTOGRAPHY-USA"
EXHIBIT IN PLOVDIV (ABOUT JUNE 15) AND SECOND INTER-
NATIONAL CONFERENCE ON BULGARIAN STUDIES, JUNE 12-18,
VARNA, IN WHICH SOME 25 AMERICAN SCHOLARS WILL VARTICI-
PATE. AT EXHIBIT, A MICROCOSM OF BULGARIAN AUDIENCE,
WELSH COULD BE AIDED BY AMERICAN AND LOCAL GUIDES.

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PAGE 02 SOFIA 00479 151100Z

CONFERENCE WOULD PROVIDE FRUITFUL PERSONAL CONTACTS
WITH ACADEMIC COMMUNITY, WITH PARTICIPANTS THEMSELVES
SOURCES FOR FURTHER CONTACTS.
GARTHOFF

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Message Attributes

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